



IEEE Group on Professional Communication

NEWSLETTER

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2ND PC JOURNAL CONFERENCE BLENDS MANY SOCIETIES

WE MUST HAVE DONE SOMETHING RIGHT

About 220 people — editors, publishers, information scientists, and librarians — attended the 1975 IEEE Conference on Scientific Journals which was sponsored by the Professional Communication Group and held at Cherry Hill, New Jersey at the end of April. There were 11 sessions during the three-day meeting, with 40 invited speakers representing nearly all the branches of science and technology.

This meeting was a success largely because of much hard work before and during the conference by a number of AdCom regulars, particularly Jim Lufkin, the General Chairman, Sig Dierk, Emily Schlesinger, Jack Friedman, and John Phillips.

Jim Lufkin worked for many months coordinating a staff and, at the conference, seemed to be everywhere at once. A dedicated worker and a veteran in conference architecture, Jim is as much responsible as anyone for the conference's success. Sig handled most of the publicity, devoting a great many hours to the development of mailing lists of journal editors and information scientists. Emily ran the advance mail registration and also the registration at the desk during the conference itself. Jack Friedman managed the local arrangements from start to finish, including all of the hundreds of necessary details. John Phillips handled the financial management of the whole operation, as he had done for the 1973 conference on journals. The fact that both conferences were financially successful under John's guidance was no accident. All of these people, except Emily Schlesinger, who is with the Baltimore Gas & Electric Co., and Jim Lufkin, of Honeywell, Inc., are with RCA and we are all grateful to these companies for their support of this professional society cause.

Another PC tropper who devoted an inordinate amount of personal time (and a lot of his own equipment) to this meeting was Craig Harkins of IBM, who handled the audio-visual arrangements with his usual very high skill.

Special thanks must go to two conference staff members whose names have seldom appeared in this Newsletter: Charles W. N. Thompson and Jane Swanson. Charlie, as Program Chairman, designed the conference and performed much of the liaison with professional societies outside of the IEEE. He began

(continued on page 8)

NBS TO STUDY COMPUTERS AND COPYRIGHTS

Problem: You have written and copyrighted a book. A major library enters the text of your book on its computerized information retrieval system. They do not pay you a royalty. Can you sue them under the copyright law?

The answer is yes, no, and maybe, depending on the court's interpretation of the 66-year-old copyright law. This computer-copyright controversy will be the subject of an 18-month study to begin soon at the Commerce Department's National Bureau of Standards. The NBS study will investigate the impact of copyright law on user needs and access to computerized scientific and technical information. Its aim will be to identify and recommend legally, economically, and technically sound alternatives which are beneficial to the public, the information industry and copyright owners. In addition, the study will point out policy issues which are crucial to the continued availability of scientific and technical information, and investigate a central legal question—whether or not magnetic tape used to store words in data banks constitutes a "copy" under the law.

DEMAND SLACKENS FOR PUBLICATIONS BACK-ISSUES

In past years, many IEEE publications had a high market value and could fairly easily be sold to back copy bookstores. Libraries and schools were eager for donations. The situation has now changed radically and the demand is very small. The main reason for this change is that, for the last several years, IEEE has made available all of its technical periodicals (including those from AIEE and IRE) on microfilm. Another apparent reason is that so many members with extensive publication collections have already saturated the market by selling or donating them.

On the negative side, and in answer to the questions most frequently asked: (1) Neither IEEE Headquarters nor the Engineering Societies Library is in a position to accept donations of back publications; (2) It isn't feasible for Headquarters to provide a clearing house service; and (3) Because of the extremely difficult-to-know and shifting nature of the market value of back issues and the number of variables involved (completeness of a collection, physical condition, etc.), IEEE cannot assess or verify the value of a collection.

On the positive side, before committing a good collection to the shredder, we certainly recommend exploring the possibility of selling or donating publications locally. (A brief list of occasionally and/or tentatively interested back-copy organizations in the New York City area is available on request from Patricia Penick at IEEE Headquarters, New York.) A few phone calls or letters to back copy book stores should reveal what, if any, interest there is locally and whether there is a willingness to offer a quotation. Similar inquiries to libraries, schools, company libraries, etc. may elicit information on where a collection could be donated.

SENIOR MEMBERSHIP MAY BE PROPOSED BY COLLEAGUES

A nomination for transfer from member to senior member grade for a qualified individual may be initiated by a colleague or other person who will assume responsibility for obtaining the proper references and submitting the application forms in behalf of the member. No increase in dues or other possibly unattractive requirements are involved. Only senior members may be considered for the honorary grade of Fellow.

If a colleague of member grade has been active in the engineering sciences for at least ten years and "reflects professional maturity," he is eligible if his performance over the last five years is reflected by:

- a. Publication of important original engineering or scientific papers, books or inventions, or
- b. Technical direction with evidence of accomplishment of important scientific or engineering work, or
- c. Creative contributions to the welfare of the scientific or engineering profession, or
- d. Establishment or furtherance of important scientific or engineering courses in a "school of recognized standing", or,
- e. Contributions equivalent to those of "a" to "d" above.

The necessary forms can be obtained from the IEEE New York Headquarters or may be available from an officer of your local chapter.

ISO ESTABLISHES STD DATING FORMAT

Persons who carry on international correspondence have long been aware of possible misinterpretation when dates are written in numerical form. For example, 12-9-74 in the United States means December 9, 1974. For any European, however, the same sequence means September 12, 1974.

An ISO Standard issued recently establishes a logical descending numerical order for the designation of dates, as follows:

YEAR	MONTH	DATE
1974	- 09	- 12

If this standard gains acceptance, a minor cause of confusion will have been eliminated.

MESSAGE FROM THE PRESIDENT OF THE PC GROUP

Nobody on your Administrative Committee is happy with the way this Group has been operating in recent years, and a number of us are determined to change it for the better.

By the end of this year we hope to offer a plan for a revitalized Professional Communication Group with a new charter which may include a new relationship to the rest of the IEEE.

I will not prejudge the work of our Ways & Means Committee but I can tell you that they are giving serious thought to the idea that our traditional organization, with its similarities to the other 30-odd groups, is not appropriate.

Comments and suggestions from any member are welcome and may be addressed to Bill Bulloch, Bell Labs, 3B-301, Murray Hill NJ 07974, or to Tom Patterson, GTE Labs, 40 Sylvan Road, Waltham MA 02154, or to me at G2118 Honeywell Plaza, Minneapolis MN 55408.

Jim Lufkin

ON THE WAY TO METRICATION

Metric Writers Seminars

The Metric Practice Committee of the American National Metric Council (ANMC) will sponsor three one-day seminars in 1975 for writers of SI documents. (SI is the French abbreviation for *Se Systeme International d'Unités*, which is the modernized metric system.) The seminars will be held in Los Angeles September 5, and Houston November 6.

The seminar is designed for writers of standards, specifications, and product literature in companies, government agencies, and standards organizations. Enrollment will be limited to 75 for each date to allow for the maximum exchange of information.

Each seminar will cover the following topics: description of SI metric units; SI metric editorial practices; the multiplicity of metric standards; developing a national standard; problems of applying SI metric units to standards, specifications and product literature; hard vs. soft conversion; and rounding practices.

The registration fees are \$65 for ANMC subscribers and \$75 for nonsubscribers before the closing dates (September 2 for Los Angeles, and October 22 for Houston). The fee after these dates will be \$90 for all participants.

Inquires should be addressed to ANMC, 1625 Massachusetts Ave., N.W., Washington, D.C. (202) 232-4545.

House Holds Hearings on Metric Conversion Board

The House Science and Technology Subcommittee has held hearings on H.R. 254 which calls for a Conversion Board to coordinate voluntary change-over within 10 years. The Administration favors an "open-ended" transition. Hearings by the full committee will be held later this month. No hearings have been held on Senate Bill S.100 this session. At a recent meeting of the American Physical Society, Assistant Secretary of Com-

merce Dr. Betsy Ancker-Johnson's request for support in "overthrowing the British Thermal Unit" was greeted with enthusiastic response. She requested the use of *Exajoules* (10^{18}) in lieu of *Quads* (10^{15} BTU) in energy practice.

Metrication Planning Proceeds in Electronics Sector

The random movement toward metrication by the American electronics industry has started to take shape. During the past few months, a number of events have started to solidify the structure under which the conversion will come about.

In September of 1974, a meeting was called by the American National Metric Council to discuss the formation of metric coordinating committees within the electrical and electronics field. At that meeting, it was decided that the most effective approach would be to set up three sectors with jurisdictions roughly paralleling those of the three major trade associations involved. These are CBEMA (Computer and Business Equipment Manufacturers Association), NEMA (National Electrical Manufacturers Association) and EIA (Electronic Industries Association).

Each of the associations was invited to act as secretariat for the corresponding sector committee, and to involve all other appropriate organizations in the work.

In February, the EIA Metric Study Panel met to discuss the general policies governing conversion. Two major points were unanimously agreed upon. First, EIA will not press for conversion by any of its member companies, or by any other sector of the economy. Second, conversion by the electronics industry should be in a reactive, rather than a pioneering mode. Most of the companies represented have independently come to the same conclusion — that there is little to be gained in the electronics business by conversion for its own sake.

A draft DoD policy is now in the approval cycle. It proposes that the Department recognize the transition under way in private industry, and that it plan to convert at the most efficient rate consistent with economic, technical and safety considerations.

He also reported that in a joint project with allied nations, a ship (PHM, whatever that is) has been designed in the U.S. in hard metric. While it uses conventional components where they make most sense, the ship's design is around modular metric units. He states that no major problems were encountered.

As the next step, EIA and ANMC have compiled a list of organizations which might be interested in participating in the sector's work. These include trade associations, labor unions, professional societies, and government bureaus. If there is sufficient response, a meeting of the sector committee will be scheduled for some time during the spring of this year.

MEMBERSHIP RECORD SET IN 1974

The IEEE set a new membership record for the year ending December 31, 1974. The count for that year shows 173,523 members.

IEEE JOINS PFP

Reaffirming its desire to move ahead on the broad question of providing pension "portability," the Board of Directors of IEEE has agreed to join with Pensions for Professionals, Inc. (PFP). This step was taken to aid in the future development of specific pension plans aimed at providing additional coverage to as broad a spectrum of professional society members as is possible under current law.

Commenting on IEEE's decision to join PFP, IEEE President Arthur P. Stern said: "The recent passage of the Employee Retirement Income Security Act (ERISA) now makes possible certain pension offerings to a greater number of individuals than has heretofore been possible. These offerings include: *improved* conventional corporate pension plans, profit-sharing plans, and annuities; *improved* Keogh plans for self-employed individuals or part-time consultants; the *new* sheltered Individual Retirement Account (IRA) for employed individuals not covered by any employer-run pension plan; legal provisions for immediate vesting, employer-funded plans designed *exclusively* for engineers and scientists. IEEE feels these strengthened pension offerings can best be handled through the auspices of PFP."

Dr. E. E. McSweeney, President of the PFP, in describing their present plans, said: "PFP, Inc. is currently offering an early vesting, conventional corporate pension plan aimed at small employers. It has also made arrangements for a Keogh plan and can accept money for purchase of qualified annuities. It is actively developing an IRA to meet provisions of the recently released IRS regulations. IEEE is joining the PFP corporation expressly to aid in the future development of these plans and to assist in marketing these to IEEE members and their employers."

In taking this step, both organizations realize the long term development problem inherent in the *immediate* vesting, "carve out" plan for engineers and scientists only. They have, therefore, agreed that the IEEE sponsored corporation, Pensions for Technical Professionals, Inc. (ptp), will continue to develop this plan as well as to examine the need for a more comprehensive master IRA. The ptp Corporation will, together with the Joint Pension Committee, spearhead additional legislative efforts to improve chances of selling immediate vesting plans to engineering employers and to expand the usefulness of IRA pension plans. IEEE's non-qualified annuity plan will also be offered to all PFP societies.

PFP is already sponsored by the following societies: American Chemical Society, American Institute of Aeronautics and Astronautics, American Institute of Chemical Engineers, American Institute of Chemists, American Nuclear Society, American Society of Civil Engineers, American Society of Mechanical Engineers, American Society of Metals, and American Society for Microbiology. Several other societies, supporters of either ptp, Inc. or the Joint Pension Committee (JPC) are expected to follow IEEE soon in joining PFP. Principals for PFP, ptp, and JPC expect some formal merger action in the near future.

CONFERENCES ARE PEOPLE...



Meeting rooms were equipped with tables, water pitchers, and microphones in the aisle for audience participation.



Simultaneous sessions were held in adjoining rooms



Jane Swanson photographed anyone within a hundred-foot range.



Charlie Thompson sees all his plans culminating in action (or sound!)



Dorothy Korbuly came from California to give her talk. . .



and Miriam Balaban came from Israel



Dorothy Kerr chaired the "Editor's Workshop." James Barsky and Eleanor Harmon were among the participating panel.



Morning coffee break -- and social mingling



Michael Keplinger, from the NBS, spoke on Information Technology and Copyrights.



A little levity relaxes the audience, as Anita DeVivo, Executive Editor of the American Psychological Association dramatically proves.



Sig Dierk, Publicity Chairman, and "Woody" Gannett, Program Committee, reflect the more serious side of the sessions' topics





Jim Lufkin, General Chairman, stood still for one minute: here's the proof. That's Jane Swanson sharing his "time out."



Lee Burchinal, head of the Office of Science Information of the National Science Foundation was the speaker at Monday's luncheon . . .



at which Jim Lufkin presented to Nick Henry a plaque representing the ASJ (Association of Scientific Journals) 1974 Best Paper of the Year award.



A.H. Spilhaus, Executive Director of the American Geophysical Union, chaired the session on "Authors and Reviewers."



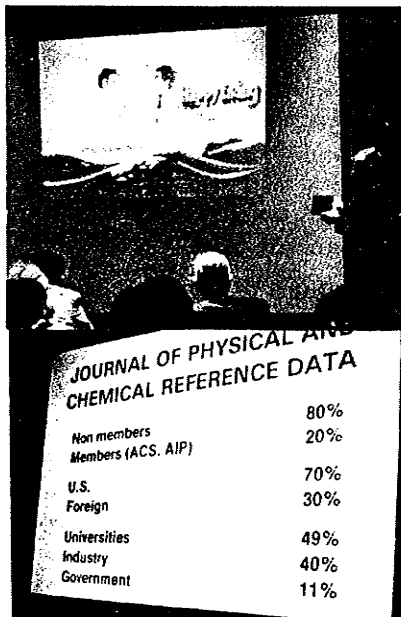
Nick Henry, of the University of Georgia, chaired the session on "Copyright, Dissemination, and Fair Use."



Frank Manheim, of the University of South Florida, and Stephen Juhasz, editor of Applied Mechanics Review, wait to participate in the "Authors and Reviewers" session.



Bill Hadlock, of RCA, ask a question from the floor



The quality of VuGraphs and slides was excellent, as the samples above indicate.



Space limits our picture story of the 1975 Conference. Why not come to the next one and see it all first hand?

TRAVELERS ABROAD SOLICITED FOR TALKS

For the past three years, IEEE has provided modest financial support for qualified members who have volunteered to speak at IEEE Section meetings during their international travels.

The program has been popular in host Sections and is still operational. Its success relies completely on the initiative of potential speakers in notifying IEEE Headquarters of their availability. *Information is desired from qualified members who have travel plans.*

The qualifications required are:

A technical topic of potential interest to a non-specialized audience of electrical engineers.

An up-to-date knowledge of theory and practice in that topic with views on forecasts of future developments and an assessment of technical and social implications.

An ability to present a talk in an interesting, audible and coherent manner.

A source of basic financial support for intercontinental travel, e.g., for business or vacation.

Volunteer speakers are asked to provide the following data to Miss M. J. Vogelsang, IEEE, 345 E. 47 St., New York City 10017 - 212/752-6800, Ext. 622.

Your phone number and address

Date and city of first availability abroad

Date and city of last availability abroad

Itinerary and commitments to the extent known

Titles of talks offered with 100-200 word abstract of each

The name and phone number of a peer referee who has heard you speak

Language capabilities

Constraints on availability to speak

Any address where you may be contacted abroad

In exchange for this information, Miss Vogelsang will notify the IEEE Regional Director who will contact the Section Chairmen at the destinations. If a Section Chairman wishes to invite a speaker, he will do so directly. Any incremental expenses incurred by the speaker in fulfilling such a speaking engagement are reimbursable by IEEE headquarters.

May we hear from you at least three months before departure?

WHAT GOES WHERE

If you don't know where to write now that IEEE is in two locations, correspondence concerning membership records, orders, subscriptions and payments should be addressed to the IEEE Service Center, 445 Hoes Lane, Piscataway, N.J. 08854 (Tel. 201-981-0060). All other correspondence should continue to be directed to Headquarters at 345 East 47th Street, New York, N.Y. 10017 (Tel. 212-752-6800).

INTERNATIONAL COMMUNICATION CONFERENCE TO BE HELD IN SWEDEN

Preparations are underway for the first International Council for Technical Communication (INTECOM), Forum 75, to be held in the city of Malmö (just across the sound from Copenhagen) September 3-5, 1975.

The conference will cover new trends and ideas in technical communication, using unusual approaches to stimulate the delegates to active participation. Traditional oral dissertations will be replaced by dynamic communication methods.

Some of the innovative sessions planned for the conference are:

The Idea Market

The purpose of the Idea Market is to encourage spontaneous discussions in small informal groups of participants. This method affords the delegate a more active role in information interchange than is the case at traditional conferences. Delegates can choose among several current topics.

The Idea Market will be located in a big hall and house 20 to 30 charts where interesting points in the discussions are recorded. Each chart keeper will offer a relevant topic and delegates can join the discussion groups they find most suited to their purposes.

The Super Brain

When there are so many international communication specialists assembled, why not give them an opportunity to be part of a super-brain. Some people call this brainstorming, some call it think-tank technique - whatever the name, this is a means by which delegates can stimulate each other to reach new levels of thinking, to probe their hidden resources, and to express in a way that cannot be done when alone.

A super-brain may have no more than 15 to 20 participants. Four hundred delegates would mean 20 to 25 super-brain sessions producing new ideas, comparing problems, and assimilating knowledge to take home.

Project manager for the conference is Ulf-L Anderson, Stockholm, Sweden. More information and a brochure can be obtained from:

FORUM 75
COMED AB
Harpundsvägen 157
S-124 40 Bandhagen, Sweden

JIM LUFKIN'S PLAY AVAILABLE ON FILM

The topic of classical blunders in the presentation of technically oriented talks is covered in a film (16mm) based on a one-act play written by Mr. James M. Lufkin, President of the IEEE Professional Communication Group, and published in the IEEE Transactions. This film, produced by the Power Engineering Society (PES), is available from the Chapters Department of the PES on a free loan basis.

NEW IEEE PUBLICATIONS

Three IEEE PRESS Books Issued

Publication of three books of selected reprints has been announced by the IEEE Press:

Nonlinear Networks: Theory and Analysis, edited by Alan N. Willson, Jr., of UCLA. 408 pages. Paperbound member edition: \$8.50; clothbound edition, member price: \$12.70.

This book is a comprehensive review of research on the theory of nonlinear networks. Directly concerned with circuit-theoretic issues, the book allows the reader to gain a sound understanding of a nonlinear network's behavior resulting from the properties of the circuit's elements and its topological structure. In a tutorial introduction and a survey paper, the editor gives examples of, and integrates, the theory developed in the 23 reprinted research papers. Topics considered in depth include the formulation of equations for nonlinear transistor circuits, the properties of these equations, and aspects of the theory underlying some of the most useful numerical solution techniques.

Chosen for their lasting value, the reprinted papers will be useful for year to come, not only to the beginning research worker, but also to anyone concerned with the formulation and numerical solution of equations for nonlinear networks.

Computer Communications, edited by Paul E. Green, Jr. of IBM Research Center and Robert W. Lucky, of Bell Laboratories. 624 pages. Paperbound member edition: \$9.00; clothbound edition; member price: \$13.45.

This book treats systems through which the resources of the modern computer are made available to many remote users. It covers the design of the total interconnection subsystem, in contrast to previous books in the computer field or in the communications field, which concentrate either on the function of the central machine, or on transmission details, respectively.

The 60 papers reprinted in this volume are divided into the following four parts: The Computer Communications Environment, in which the nontechnical constraints on system design are treated; System Elements, covering the hardware and software pieces from which the systems are built; Digital Transmission Media, treating the various facilities throughout the world for data transmission; and Total Systems, covering the architecture of total systems. The papers in each part are further divided by subject into sections.

Three levels of detail are given. First, the Editors have provided a brief tutorial introduction, including guidance to other literature, for each of the 18 sections. Second, there are tutorial survey papers for most of the sections. The remainder of the reprinted papers constitute the third and most detailed level. A comprehensive subject index and an author index are included to facilitate access to the papers.

Stability of Large Electric Power Systems, edited by Richard T. Byerly of Westinghouse Electric Corp. and Edward W. Kimbark of Bonneville Power Administration. Paperbound member edition: \$8.00, clothbound edition, member price: \$11.95.

By the late 1960's most of the generators in the United States and Canada had been connected to one of two very large transmission networks. This extensive interconnection of electric power systems, with great dependence on firm power over ties, has made it necessary that increased attention be given to the critical matter of system stability. A large body of published material has resulted, and this volume contains 59 papers carefully selected to cover the many aspects of the stability of modern power systems. The reprinted papers are arranged into six major parts as follows: Introduction; Mathematical Models and Apparatus Description for System Analyses; Dynamic Stability; Transient Stability; DC Lines; Load Shedding; Effects of Trends of Future Generator Designs; Bibliographies; Author and Subject Indexes. Each part is preceded by introductory comments by the editors.

A new catalog describing the IEEE PRESS Books now in print may be obtained free of charge by writing to IEEE PRESS, The Institute of Electrical and Electronics Engineers, Inc., 345 East 47th Street, New York, N.Y. 10017.

New Instrument Interface Standard

IEEE has announced publication of the Standard Digital Interface for Programmable Instrumentation. IEEE Std 488-1975 assures that messages may be accurately communicated between two or more devices in an instrumentation system. It introduces a suitable approach for simple as well as highly sophisticated systems of interconnected instruments. Previously, instrument manufacturers were forced to devise their own interface techniques for connecting instruments into larger systems. Manufacturers and users alike will now be able to interconnect more easily both their own products and those of different manufacturers into systems.

Developed by a specially formed subcommittee of the IEEE Group on Instrumentation and Measurement, the new standard was written by engineers associated with instrument manufacturers, computer manufacturers, and users of test equipment. Their purpose was to simplify the digital data interfaces in instrumentation systems.

The interface system uses a party-line bus structure to transfer digital data in byte-serial bit-parallel fashion among instruments and system components, all in relatively close proximity. The document delineates the necessary mechanical, electrical, and functional concepts and specifications of the interface system to enable unambiguous transfer of messages. Written primarily for the device designer, the document also gives guidance to the system's engineer. A major goal was to achieve a high degree of compatibility between independently designed products.



THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS

Group on Professional Communication

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IEEE PUBLICATIONS (continued)

The standard specifies a three-wire handshake that is covered by one U.S. patent and corresponding patents of foreign countries owned by the Hewlett-Packard Company. The IEEE has received written agreement from the Hewlett-Packard Company that it will grant a license under these patents on reasonable and nondiscriminatory terms and conditions to anyone wishing to obtain such a license.

Copies may be obtained from IEEE Headquarters, New York. The member price of IEEE Std 488-1975 is \$7.50, postpaid.

1975 PC CONFERENCE (continued)

work two years ago and is not finished yet; the general excellence of the papers at this all-invited conference was due as much to his leadership as to any other factor. Charlie is Professor of Management Science in the Technological Institute of Northwestern University and an Associate Editor of the *IEEE Transactions on Engineering Management*.

Jane Swanson, a relative newcomer to the IEEE and PC, but a member of the Administrative Committee, was the official photographer for the conference. She covered all sessions, shooting in the dim (photographically) natural lighting of the meeting rooms in order not to introduce the distraction of photoflash. Many of her photos are of salon quality. A group of them appear on the center spread of this Newsletter.

From the beginning two years ago, we have had the continuous support and encouragement of the IEEE Headquarters editorial staff, particularly from Elwood Gannett, Director of Publishing Services, his administrative assistant, Pat Penick, and Jim Carter, Manager of Editorial Services, who brought his entire staff of senior editors to the conference.

This rather sketchy acknowledgment lists only the principal IEEE workers, and yet the conference was far from being dominated by the IEEE. In fact, only two members of the Program Committee were IEEE members (Thompson and Gannett); the other 5 were from other associations, and none of the 11 sessions chairmen were IEEE members. We had extensive and invaluable support from the Council of Biology Editors, the American Chemical Society, the American Psychological Association, the American Geophysical Union, and the American Educational Research Association. And the National Science Foundation gave us a mini-grant in support of our conference publications.

A special debt of gratitude is due to the people who designed, created, edited and produced what is generally agreed to be one of the best conference programs ever published: a 36-page booklet packed with information and photos and including biographical resumes and abstracts. This volunteer labor was done for us by Margaret Foti, Managing Editor of *Cancer Research*, and two members of her editorial staff, Elaine Block and Jay van Wagenen. Incidentally, a few copies of this program are still on hand and any PC member can have one for the asking. Write to Jim Lufkin, G2118, Honeywell Plaza, Minneapolis MN 55408. The *Conference Record* will be published as a special Issue of our *Transactions*, probably in September.